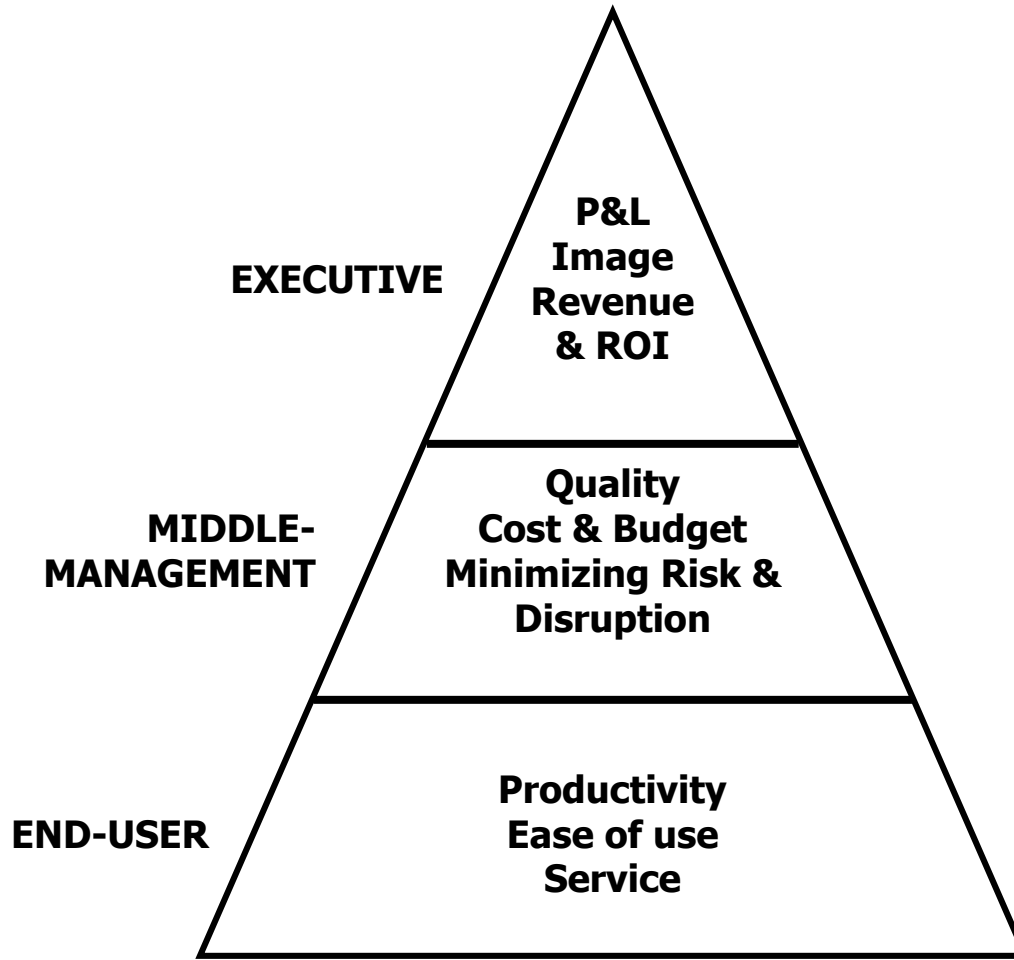


The Value Triad

**What is of VALUE
to Individuals at Different Levels
of an Organization.**



What is of VALUE to Different Levels in an Organization.



The Value Triad



Executive Level:

Individuals at the Executive Level are the leaders & visionaries of the company and have a 'company wide' perspective. The Executive is concerned about those things that will impact :

- Company Image
- Profit & Loss
- Revenue & Revenue Growth
- Return on Investment

Middle Manager Level:

Individuals at the Middle Manager Level are the day to day managers of the company and have a much narrower view, and focus on their specific area of concern. The Middle Manager is concerned about those things that will impact;

- Quality
- Cost & Budget
- Minimizing Risk & Disruption

End User Level:

Individuals at the End User Level are the 'Individual Contributors' of the company and are focused on getting their job done in the most effective way. The End-User is concerned about those things that will impact:

- Individual Productivity
- Ease of use
- Quality of Service